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# WordPress Training Guide

Created by the Government Information Center

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"Connecting Citizens to their Government."  
[gic.delaware.gov](http://gic.delaware.gov)

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If you are reading this, you must have a beautifully designed, well-functioning, responsive WordPress website created by the GIC. Congrats! We are excited to work with you!

In this training guide you will learn how to update your website with ease. This guide will teach you how to use these blocks to update your site. There are blocks available for all kinds of content: paragraph text, headings, images, lists and more! With blocks, you can do more with fewer plugins and create modern layouts that work across all screen sizes and devices.

Keeping your website up to date is a very important job, as you are helping to connect Delawareans to their government! Try to have fun while updating your website, update often, flex your creative muscles and always remember to call the GIC if you get stuck and need help! The power is in your hands.

## Add a New Page:

- ➔ Go to "Pages",
  - ▶ Choose "Add new".  
(To edit - click on page title or edit under it)
  - ▶ Add page title. (Keep short for navigation and search engines)
  - ▶ Add page content/images/links.
  - ▶ Put all relevant "tags" in the "Tags" section with a "," separating each.
  - ▶ If the page is a part of a larger section, for instance, this page is a "News Archive" page and should be a part of "News", select the appropriate "Parent" page from the right column menu.
  - ▶ Save as Draft or Publish/Update.

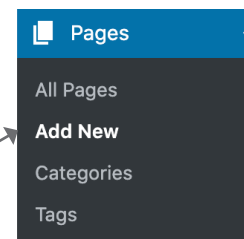
## Add a Page to the Top Menu:

- ➔ Go to "Appearance".
  - ▶ Choose "Menus".
  - ▶ Select the "Main Navigation" menu from the select bar.
  - ▶ In the first column on this page you will see a mini menu titled "Pages". Select the corresponding checkbox to the page you would like to add to your menu.
  - ▶ Click "Add to Menu".
  - ▶ Your page is now a menu item in the navigation. You should see it to the right, listed with the other menu pages.
  - ▶ You can also edit the title of this page here to make it shorter on the navigation menu, if desired.

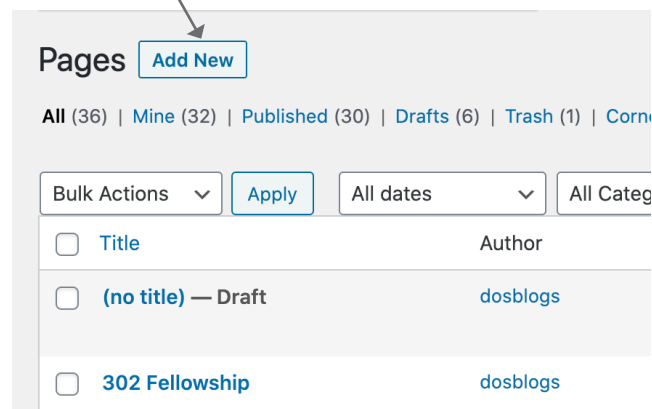
## Position Page in the Top Menu:

- ▶ Now that you have added your page to the navigational menu you must position it to where you would like it to appear.
- ▶ Drag and drop where you would like your page to appear in the navigation.
- ▶ If you would like your menu item to appear as a sub-menu item you would drag and drop it so it is below and slightly indented under the parent page.
- ▶ If you would like your page to appear as its own menu item, make sure it is not indented under another page. It should line up with the other "top-level" (parent) pages.
- ▶ Click the "Save Menu" button.

Pages Menu:



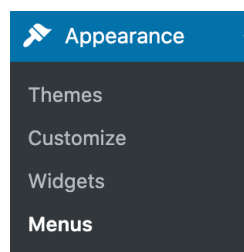
Choose "Add New"



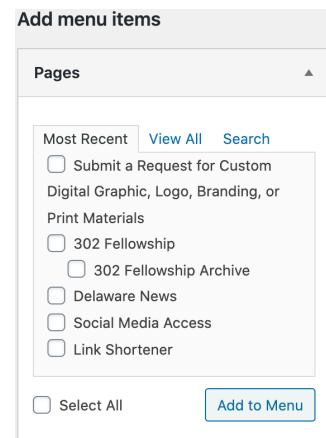
List of pages, can click on page name or edit to edit the page or post.

## Add title

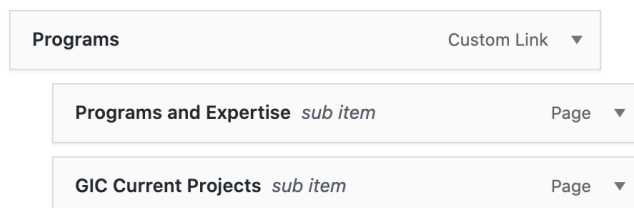
Appearance menu:



Select which page you would like to add to the navigation here:



Below is an example of menu structure. "Programs" is a top level ("parent") menu item. "Programs and Expertise" and "GIC Current Projects" are sub-menu ("child") items under "Programs". Please note that our responsive menu items only go one level deep. For example, you cannot place another page under "Programs and Expertise" as this would break responsiveness on mobile devices.



## 1ST STEP

### Delete a Page:

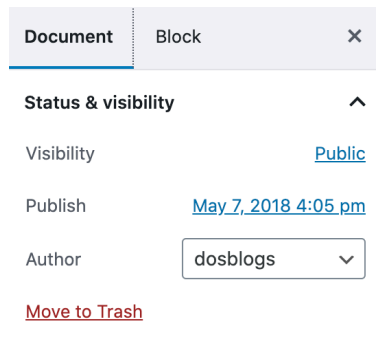
- ➔ Go to "Pages".
  - ▶ Locate the page you want to delete.
  - ▶ Hover over the title name of the page. You will see options appear below it. Click the link that says "Trash". An alternate way is to open the page and under the section "Publish" click the link that reads "Move to Trash" and click the "Update" button.

**i** If you delete a page it will automatically be deleted from the navigation.

One option is to hover over the selected page and click "Trash".



Another option would be to open the actual page and click "Move to Trash" under the publish section.



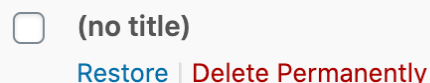
## 2ND STEP

### Remove a Page from the Top Menu:

- ➔ Go to "Appearance".
  - ▶ Choose "Menus".
  - ▶ Select the Main Navigation menu from the select bar.
  - ▶ Under the "Menu Structure" section, find the page you would like to remove from the navigation and click the down facing caret.
  - ▶ Click the link that says "Remove".
  - ▶ Then, click the "Save Menu" button.

**i** Use these steps when you do not want to delete a page but want it hidden from the navigation of the site.

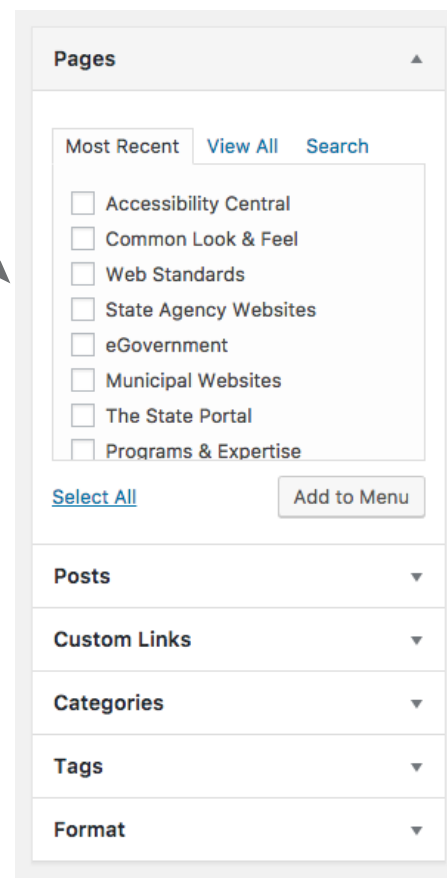
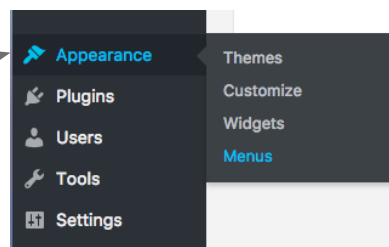
**i** If you accidentally trash a page, don't worry. You can restore the page by clicking the "Trash" link at the top of the "Pages" page. Hover over the page title name you would like to restore and click the "Restore Page" link. It will now automatically be placed back into the pages listing. You can delete a page permanently but, please be aware if you do this, the page will be gone and the **GIC cannot restore it**.



## 1ST STEP

**Add a Page to the Footer:**

- ➔ Go to “Appearance”.
- Choose “Menus”.
- Select 1 of the 3 columns in the footer from the select bar.
- In the first column on this page you will see a mini menu entitled “Pages”. Select the corresponding checkbox to the page you would like to add to your footer column.
- Click “Add to Menu”.
- Your page is now a menu item in the navigation. You should see it to the right, listed with the other menu pages.
- You can also edit the title of this page here to make it shorter on the Navigation menu, if desired.



## 2ND STEP

**Remove a Page from the Top Menu:**

- ➔ Go to “Appearance”.
- Choose “Menus”.
- Select 1 of the 3 columns in the footer from the select bar.
- Under the “Menu Structure” section, find the page you would like to remove from the navigation and click the down facing caret.
- Click the link that says “Remove”.
- Then, click the “Save Menu” button.

Select a menu to edit: GIC Footer Menu Column 1 (Footer Menu Column 1) Select or [create a new menu.](#)

Menu Name GIC Footer Menu Column 1

**Menu Structure**

Drag each item into the order you prefer. Click the arrow on the right of the item to reveal additional configuration options.

About the GIC

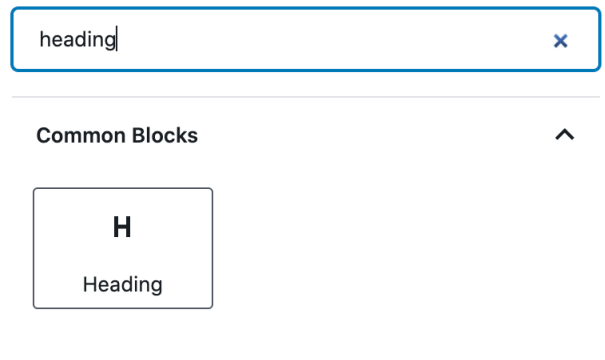
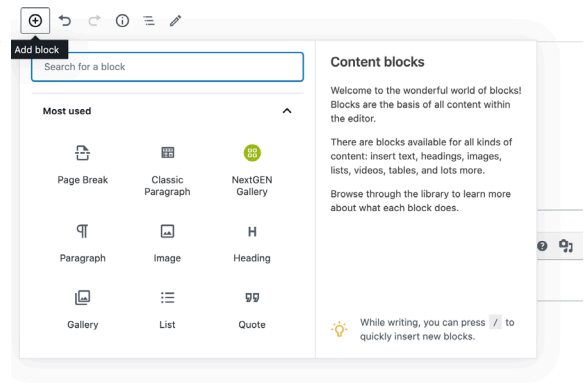
Page ▼

Programs

Page ▼

### Add a New Heading:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for “Heading” or scroll through the block options.
  - ▶ Click the “Heading” block option.
  - ▶ A new “Heading” block will appear.
  - ▶ You can type your new page heading and then select which type you would like it to be. (example: H2, H3, H4). Each of these headings are set and styled to match your site’s branding.

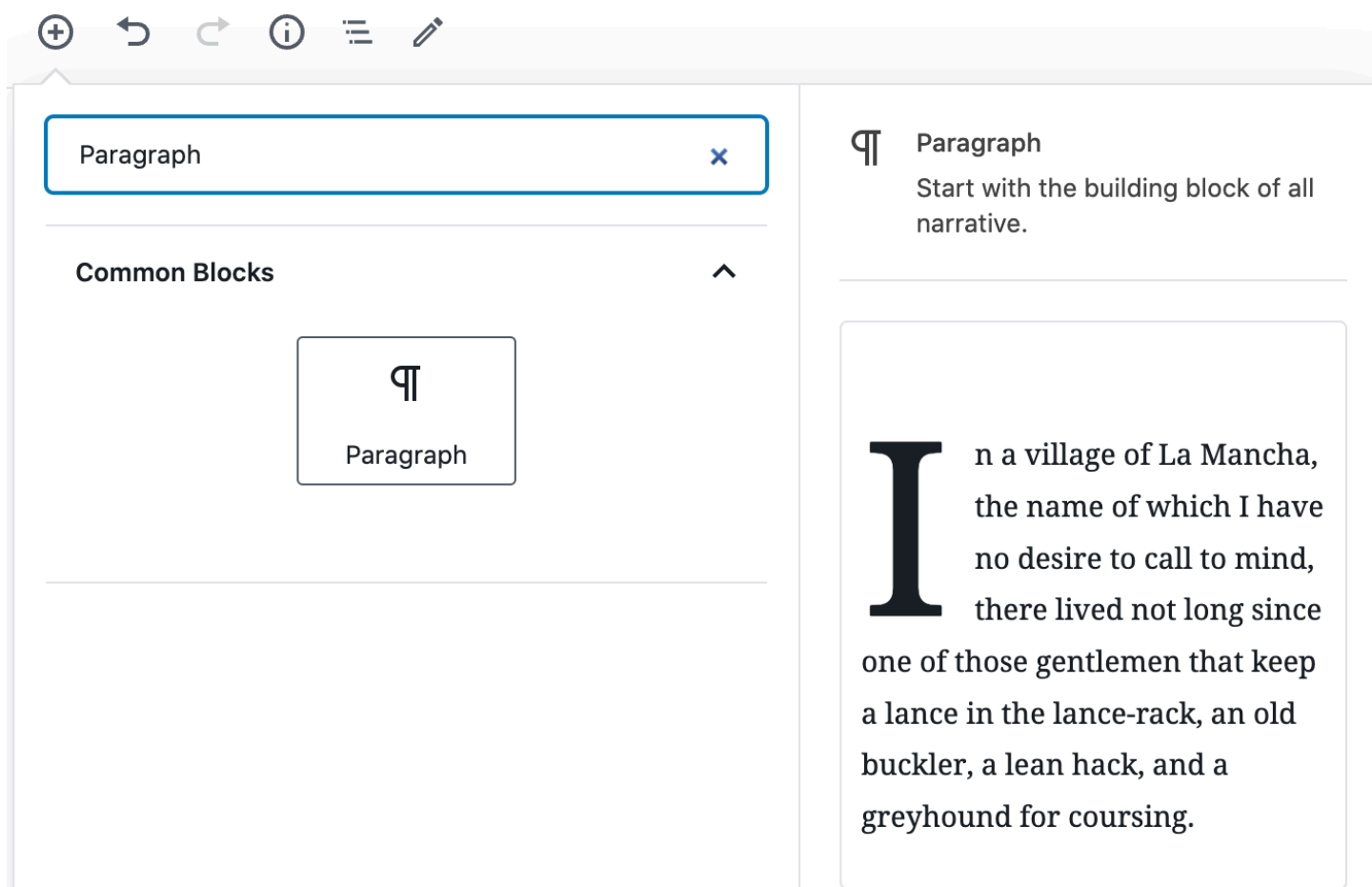


Heading Block:

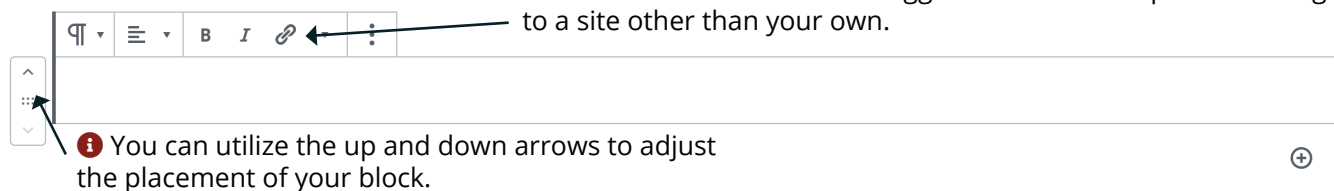


## Add a Paragraph Block:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for "Paragraph" or scroll through the block options.
  - ▶ Click the "Paragraph" block option.
  - ▶ A new paragraph block will appear. You can now add text and links.
  - ▶ There are options to make your text bold or italicize and/or choose text alignment.



Paragraph Block:

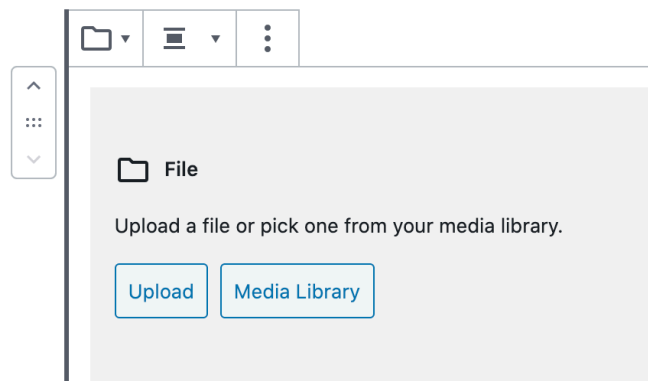




## Add a PDF (File Block):

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for "File" or scroll through the block options.
  - ▶ Click the "File" block option.
  - ▶ A new "File" block will appear.
  - ▶ Select the "Upload" button to add a new PDF. Select the pdf you want to add from your computer and click "open". If you want to edit the title text of the PDF appearing on the page simply highlight the text and edit.
  - ▶ Select the "Media Library" button to select a PDF that has already been uploaded to your site.
  - ▶ It is a best practice for PDF's to open in a new tab. Make sure to toggle the "Open in new tab" option on.
  - ▶ If you do not want the "Download" button to appear next to the link you can remove it by toggling the "Show download button" under the "Block" section to off.

File Block:



### File Link Options:

Document
Block
X

File
Add a link to a downloadable file.

Text link settings
^

Link to
Media file
v

☒ Open in new tab

Download button settings
^

☐ Show download button

Formatting
^

$x^2$   $x_2$   $\text{AB}\epsilon$   $\langle \rangle$  A

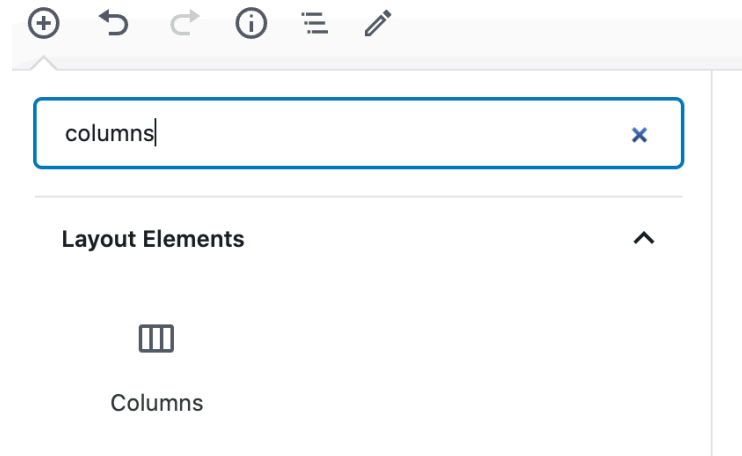
Text Color
v

Advanced
v

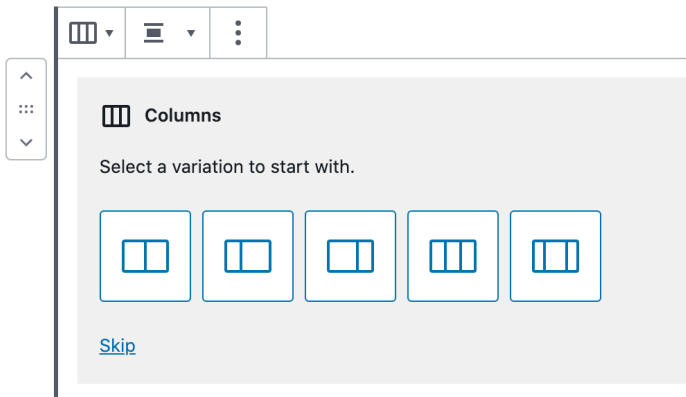
## COLUMNS

**Add Columns:**

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for “columns” or scroll through the block options.
  - ▶ Click the “Columns” block option.
  - ▶ A new “Columns” block will appear.
  - ▶ Select which column variation you would like to start with.
  - ▶ Once you select your column layout, the column layout will appear with plus icons. You can then select what type of blocks you want to place within each column.

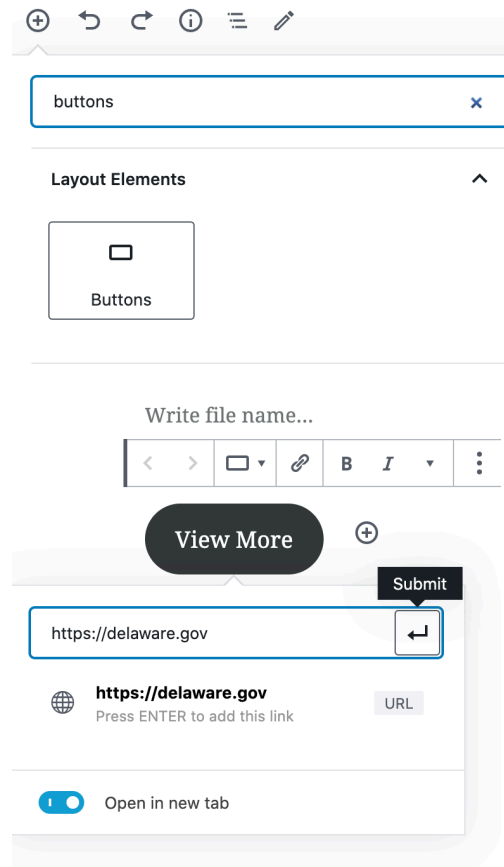


Sample two column block:



This is column 1

This is column 2



## BUTTONS

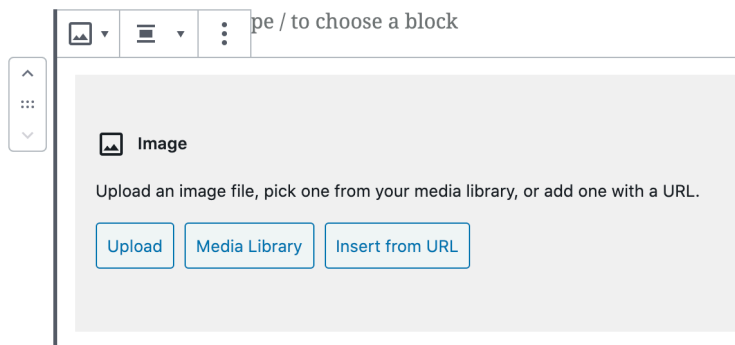
**Add a Button:**

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for “buttons” or scroll through the block options.
  - ▶ Click the “buttons” block option.
  - ▶ A new “buttons” block will appear with the default black button.
  - ▶ Add your button text. For example “View More”.
  - ▶ Next, style your button but using the options to the right. (background color, shape, etc.)
  - ▶ To link the button up, you want to place your cursor on the text and click the chain link icon. Place your url in the input box. Finally click the arrow submit button.

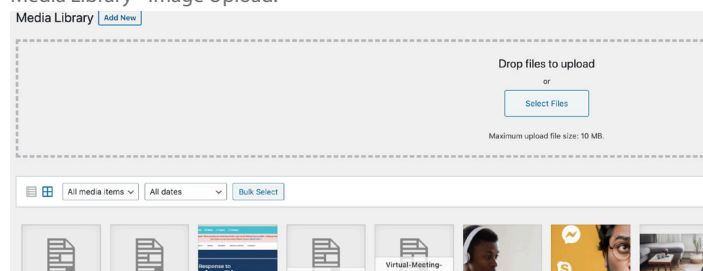
## Add a Image:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for "Image" or scroll through the block options.
  - ▶ Click the "Image" block option.
  - ▶ Select the "Media Library" button.
  - ▶ You can then upload a new image by selecting the "Upload Files" tab and dragging and dropping your new image in or by clicking the "Select Files" button and searching your computer for the image.
  - ▶ You can select an image that is already uploaded to your website by selecting the "Media Library" tab.

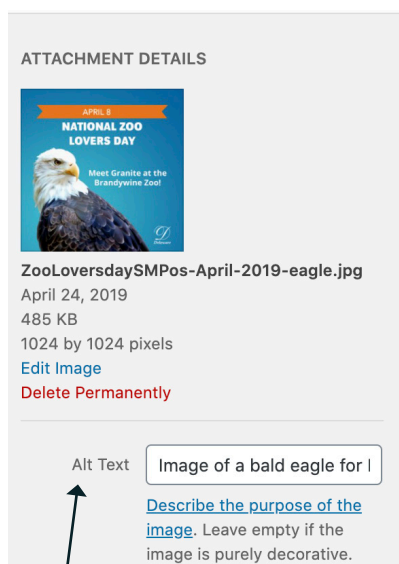
Image Block:



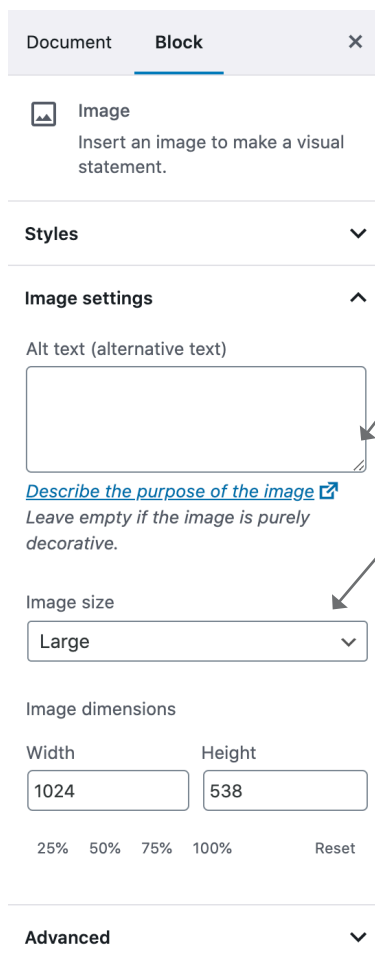
Media Library - Image Upload:



Attachment Details:



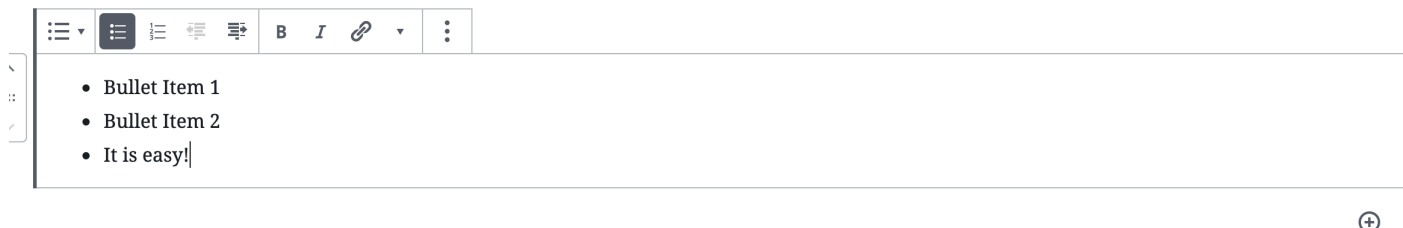
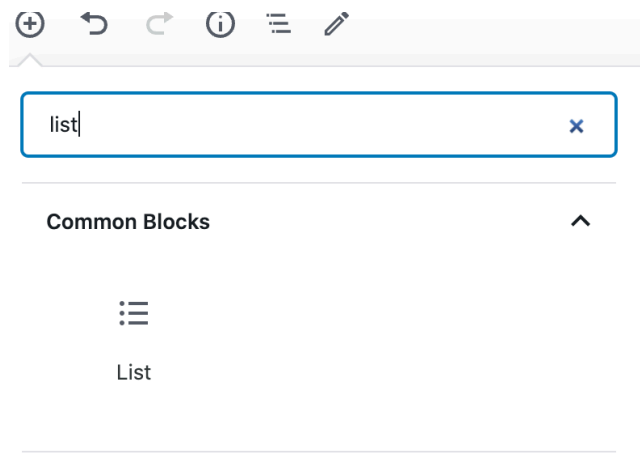
**i** When uploading a new image make sure to fill out the "Alt Text" portion of the "Attachment Details" section. This feature is important for screen readers. You will want to describe the image as best as possible.



**i** To the right there is a menu of image settings to select from. You can adjust the alt text and select the image size.

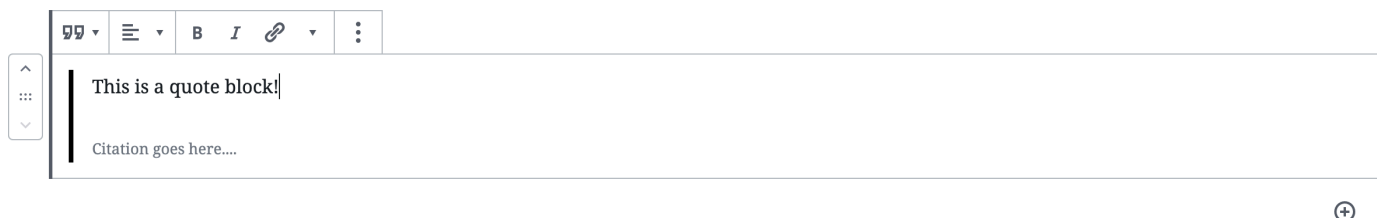
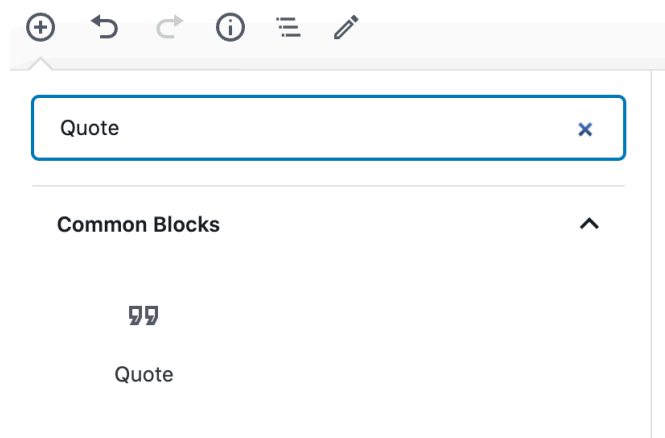
## Add a Bulleted List:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for “List” or scroll through the block options.
  - ▶ Click the “List” block option.
  - ▶ A “List” block will appear with the first bullet ready to fill out.
  - ▶ Simply hit return to add another bullet to your list.



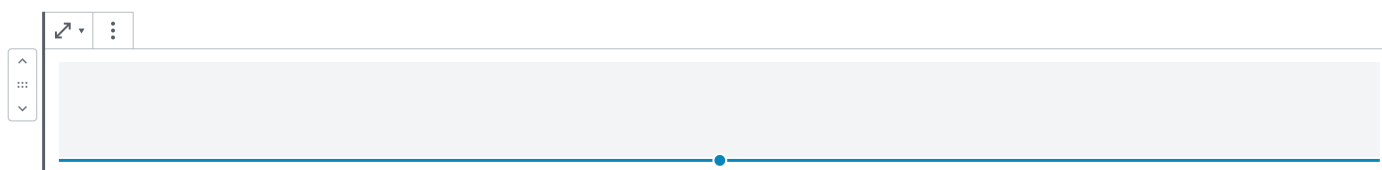
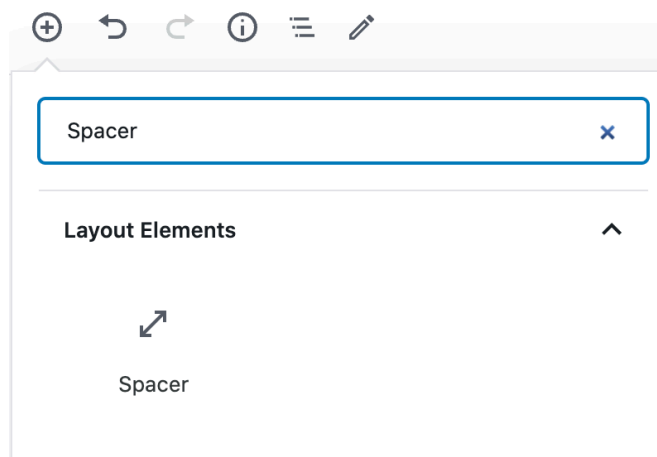
## Add a Quote:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for “Quote” or scroll through the block options.
  - ▶ Click the “Quote” block option.
  - ▶ A “Quote” block will appear ready for you to fill enter the quote and a special place for the citation.



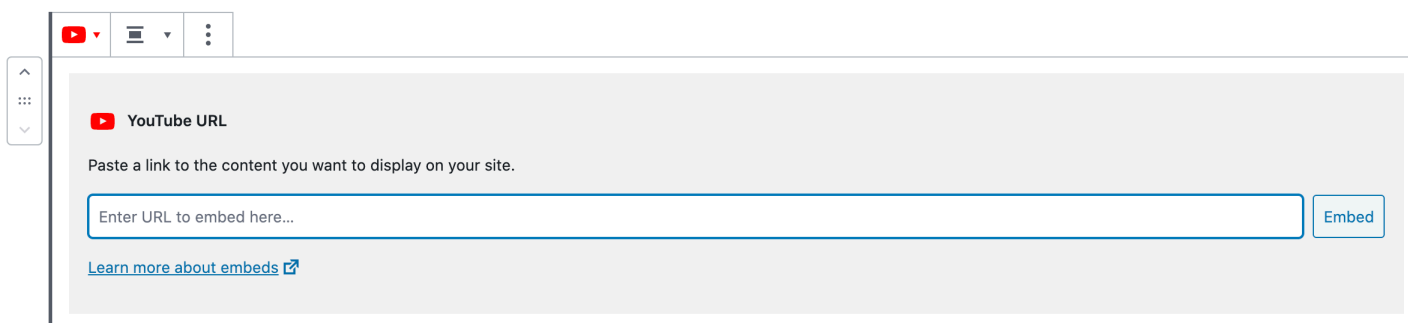
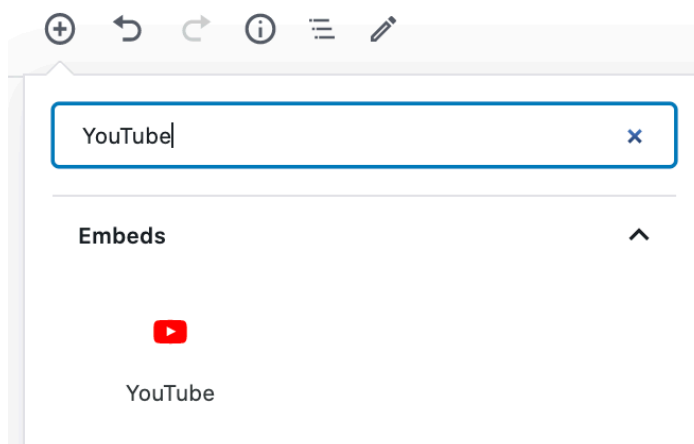
## Add a Spacer:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for "Spacer" or scroll through the block options.
  - ▶ Click the "Spacer" block option.
  - ▶ A "Spacer" block will appear.
  - ▶ You can adjust the height of the space by dragging and the tiny blue circle up or down.



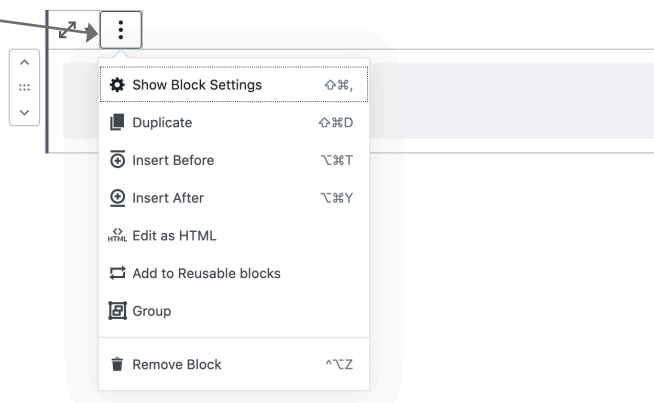
## Add a YouTube Video Embed:

- ➔ Click the plus sign in the top left corner.
  - ▶ You can search for "YouTube" or scroll through the block options.
  - ▶ Click the "YouTube" block option.
  - ▶ A "YouTube" block will appear.
  - ▶ Paste the URL for the YouTube video you want to share into the input box.
  - ▶ Click the "Embed" button.



## Create a Reusable Block:

- ➔ After creating a block that you feel you will use a lot throughout your website, click the 3 vertical dot menu to create a “Reusable” block.
- ▶ From the menu of options select “Add to Reusable blocks”.
- ▶ The block you were working on will transform to an input field where you can name the reusable block you just created.
- ▶ Click the “Save” button.
- ▶ To using this reusable block in the future, click the plus sign and type in “Reusable”. You will now find all the reusable blocks you have saved.



A screenshot of the 'Name' input field for a new reusable block. The text 'Untitled Reusable Block' is entered in the field. To the right of the field is a 'Save' button. The three-dot menu is visible on the left side of the input field.

Reusable ↗

↗

Tiny Spacer

↗

Sample Reusable Block

[Manage all reusable blocks](#)

🕒 131 Revisions

[illegible]

## What is Yoast SEO?

- Yoast provides metrics / ratings for each page to enhance search engine results and yields recommendations to boost traffic based on the content of each individual page using four (4) different colors:

- o Gray – Neutral rating (or more content needed)
- o Green – Optimal / sufficient use of keywords and phrases within content a page
- o Orange – Some content and keywords may need fine-tuning
- o Red – Least optimal rating

## Yoast SEO - "Keyphrase":

➔ Select "Pages" from the left navigation.

- ▶ Open a page that you would like to add SEO to. Please note you should be adding SEO to all of your pages for the best results.
- ▶ Scroll down to view the Yoast SEO feature which will most likely be under the text editor section.
- ▶ The "SEO" tab should be selected.
- ▶ In the input box under "Focus Keyphrase" add a keyphrase that explains the overall purpose of this page. For example, if you have a page all about your town's park, your keyword could be "park".
- ▶ Next, above "Focus Keyphrase", you will see a section where you can see your "Google Preview" and you can edit here as well. Click the "Edit Snippet" button.
- ▶ Where it says "Meta description", add a short descriptive sentence pertaining to what this page is all about. Yoast will let you know if the sentence is too long. Your meta description should have your keyword included in it.
- ▶ Below the section "Analysis", you will see some tips on how you can improve this page's SEO and where you have excelled. Simply look at the colors to guide you on how to improved your page's SEO. Green is good, orange is okay and red needs improvement.
- ▶ Always strive for a green rating but orange is okay too! You should never have a red rating.

### Yoast SEO

SEO

Readability

Social

Focus keyphrase ?

photography fellowship

Google preview

Preview as:

Mobile result

Desktop result

https://gic.delaware.gov/302-fellowship

302 Fellowship - Government Information Center

The State of Delaware has started a new **photography** program called the 302 Fellowship. We built a pool of photographers from all three counties to ...

302

Edit snippet

SEO title

Title

Page

Separator

Site title

Insert snippet variable

Slug

302-fellowship

Meta description

The State of Delaware has started a new photography program called the 302 Fellowship. We built a pool of photographers from all three counties to submit photos from all over Delaware. The program runs for one year.

Insert snippet variable

SEO analysis

photography fellowship

+ Add synonyms

+ Add related keyphrase

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

Go Premium!

Analysis results

Problems (4)

Keyphrase in introduction:

Your keyphrase or its synonyms do not appear in the first paragraph. [Make sure the topic is clear immediately.](#)

Keyphrase density:

The focus keyphrase was found 1 time. That's less than the recommended minimum of 4 times for a text of this length. [Focus on your keyphrase!](#)


Keyphrase in subheading:

Use more keyphrases or synonyms in your higher-level subheadings!

Keyphrase in title:

Not all the words from your keyphrase "photography fellowship" appear in the SEO title. [Try to use the exact match of your keyphrase in the SEO title.](#)

Improvements (4)



14



## Yoast SEO - "Readability":

- ➡ Select the tab that says "Readability."
  - ▶ Under "Analysis" you will see some tips on how your page is rated in "Readability". This section will give you tips on how to improve your page's readability.

## Check your SEO Rating:

- ➡ Check your page's rating.
  - ▶ In the Publish page section of your page, you will see a section where your page's rating will be displayed.
  - ▶ You will see a rating for "Readability" and "SEO".
  - ▶ Keep in mind green is great, orange is okay and red means this page needs some work.
  - ▶ Please note you can also view the pages rating when you look at the page list view.

## Yoast SEO - "Social":

- ➡ Select the tab that says "Social".
  - ▶ Add a custom title, description and image to narrow down how you would like this page to be displayed on Facebook and/or Twitter.
  - ▶ Please note the proper image sizes for both Facebook and Twitter are provided next to the image upload area. Please make sure to compress all images.

Yoast SEO

SEO Readability Social

Analysis results ⓘ

Problems (3)

- Consecutive sentences: The text contains 2 instances where 3 or more consecutive sentences start with the same word. [Try to mix things up!](#)
- Subheading distribution: 1 section of your text is longer than 300 words and is not separated by any subheadings. [Add subheadings to improve readability.](#)
- Paragraph length: 1 of the paragraphs contains more than the recommended maximum of 150 words. [Shorten your paragraphs!](#)

Improvements (3)

- Flesch Reading Ease: The copy scores 54.2 in the test, which is considered fairly difficult to read. [Try to make shorter](#)

Document Block X

Status & visibility ^

Visibility [Public](#)

Publish [May 7, 2018 4:05 pm](#)

Author [dosblogs](#) v

[Move to Trash](#)

Yoast SEO ^

Readability analysis: Needs improvement

SEO analysis: OK

Improve your post with Yoast SEO

Yoast SEO

SEO Readability Social

Facebook v

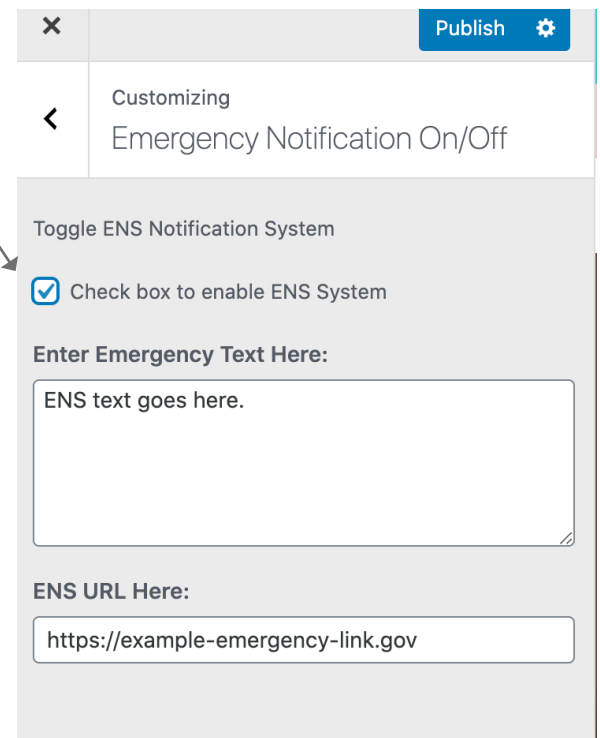
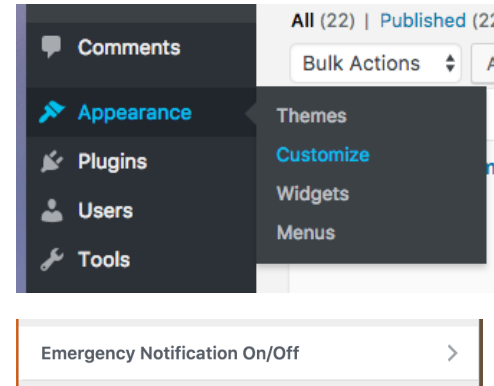
Twitter v

ENS

## Enable the Emergency Notification Bar:

- ➔ Click on "Appearance" in the left navigation and then select "Customize".
- ▶ Click on the button that says "Emergency Notification On/Off" that is located on the left.
- ▶ Check the checkbox next to the text "Check box to enable ENS System".
- ▶ Place the desired text you would like the emergency banner to read in the text box where it says "ENS text goes here."
- ▶ Place the URL in which you would like the Emergency Notification to link to in the input box below the text "ENS URL Here".
- ▶ Finally, click the blue "Save & Publish" button at the top.
- ▶ Make sure to go out to your live site and test to ensure the emergency notification banner is displaying correctly.

**\*\*Please reference this sample notification.**



ENS

## Disable the Emergency Notification Bar:

- ➔ Click on "Appearance" in the left navigation and then select "Customize".
- ▶ Click on the button that says "Emergency Notification On/Off" that is located on the left.
- ▶ Uncheck the checkbox next to the text "Check box to enable ENS System".
- ▶ Click the blue "Save & Publish" button at the top.
- ▶ Make sure to go out to your live site and test to ensure the emergency notification banner is displaying correctly.

# Custom Functions

**\*\*These may not apply to your particular website\*\***

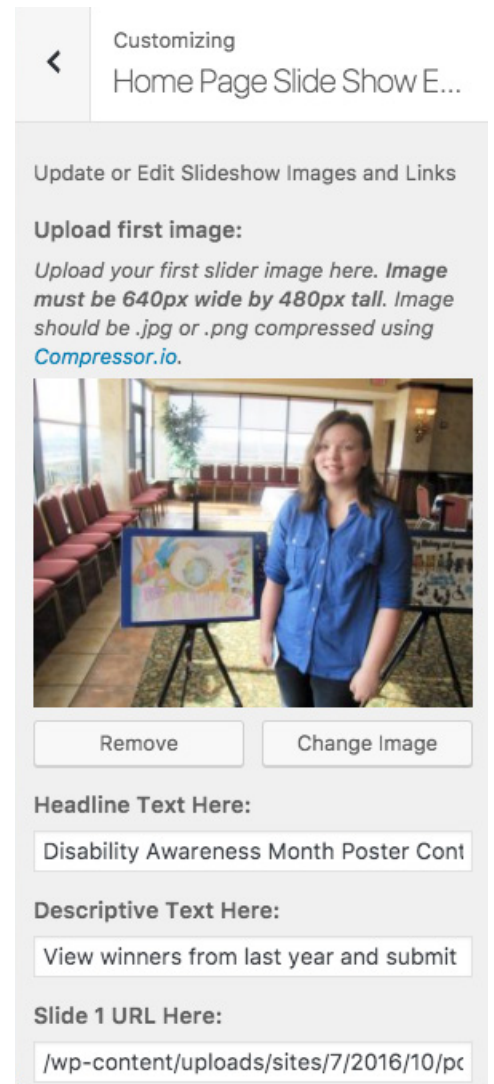
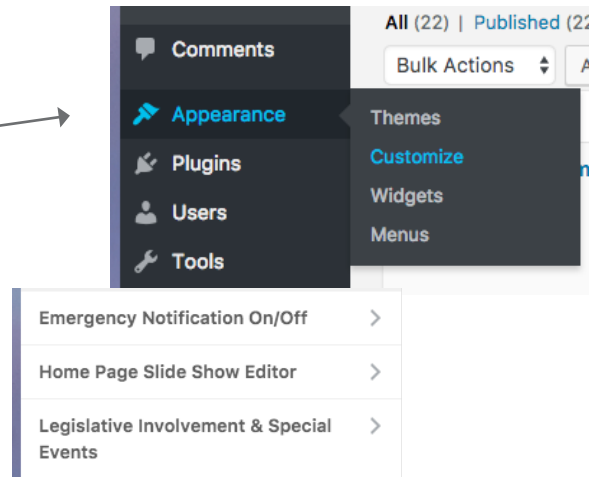


## What is a "Bootstrap Carousel"?

A "Bootstrap Carousel" is the slideshow of images on your home page. You cannot add more images or take any images away. But, you can change the image, title, description and link.

### Add Images to the Carousel:

- ➔ Click on "Appearance" in the left navigation and then select "Customize".
  - ▶ Click on the button that says "Home Page Slide Show Editor" that is located on the left.
  - ▶ You will see a list of options on the left and your homepage design on the right.
  - ▶ First, upload a new image from your desktop or from the media uploader.
  - ▶ Make sure the image is the appropriate size and orientation.
  - ▶ Fill in descriptive alternative text in the "Alt Text" field.
  - ▶ Once uploaded to the carousel you should see your image appear in the slideshow to the right.
  - ▶ Next, fill in the title of the image in the "Title" field.
  - ▶ Fill in some description text for the image in the "Description" field.
  - ▶ Put a link in the "Link" field, this will make the image clickable and send a user to the right page that the image represents.
  - ▶ Repeat until all the images are uploaded to the carousel.
- i** Make sure you are only uploading landscape oriented photos to the Carousel. Portrait oriented photos will not display correctly.
- i** Please take note of what size the image needs to be, this is listed on the carousel page.
- i** When making a caption try to keep it to one sentence.



### Delete an Image from the Carousel:

- ➔ Click on "Appearance" in the left navigation and then select "Customize".
- ▶ Click on the button that says "Homepage Carousel" that is located on the left.
- ▶ You will see a list of all your images and filled in fields on the left and your homepage design on the right.
- ▶ Remove an image by clicking on the "Remove" button or by clicking on the "Change Image" button and uploading another image in place of it.

**i** If you upload a new image or change the image in a slideshow please make sure to change the title, description, and link URI text too.

ADD NEW

DELETE

## What is a "Custom Area"?

"Custom Areas" are portions of your homepage that are uniquely designed based off of your agency's needs and wants. These may include programs, services, a section featuring your divisions, etc. Each custom area is different, but they will most likely feature a place to upload an image and change text or a link.

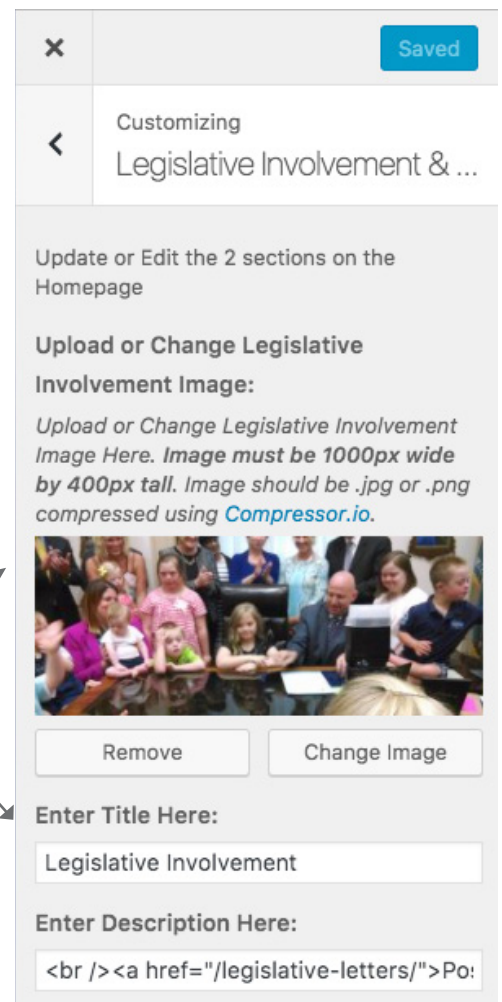
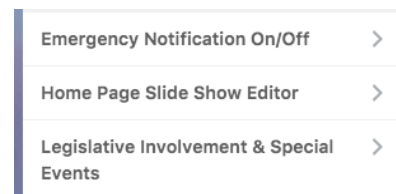
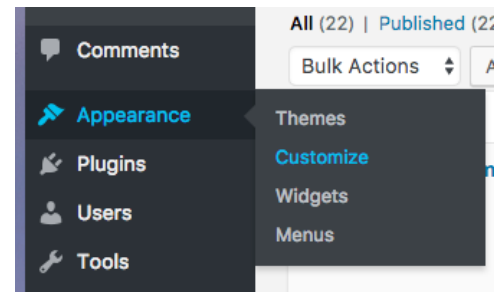
### Add Images to a Custom Area:

➔ Click on "Appearance" in the left navigation and then select "Customize".

- ▶ Click on the button(s) that describe a feature of your homepage.
- ▶ You will see a list of options on the left and your homepage design on the right.
- ▶ First, upload a new image from your desktop or from the media uploader.
- ▶ Make sure the image is the appropriate size and orientation.
- ▶ Fill in descriptive alternative text in the "Alt Text" field.
- ▶ Once uploaded to the page you should see your image appear on the homepage to the right.

❗ Please take note of what size the image needs to be, this is listed on the Custom Area page.

❗ When making a caption try to keep it to one sentence.



### Update Text in a Custom Area:

➔ Click on "Appearance" in the left navigation and then select "Customize".

- ▶ Click on the button(s) that describe a feature of your homepage.
- ▶ You will see a list of options on the left and your homepage design on the right.
- ▶ Fill in a title for a section of the custom area in the "Title" field.
- ▶ Fill in some description text for a section of the custom area in the "Description" field.
- ▶ Put a link in the "Link" field, this will make the image/icon clickable and also may put a "Read More" link at the end of the section.

❗ Please take note of what size the image needs to be, this is listed on the Custom Area page.

❗ When making a caption try to keep it to one sentence.

ADD NEW

UPDATE

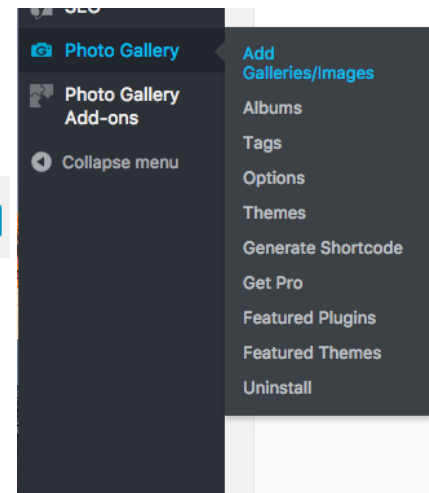
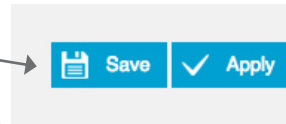


STEP 1

## Add a New Gallery:

- ➔ Click on "Photo Gallery" in the left navigation menu.
- ▶ Click on the "Add Galleries/Images."
- ▶ Click on the "Add New" button to add a new Gallery.
- ▶ Fill in the "Name", "Slug" (or link url for this gallery), and a short description in the "Description" field.
- ▶ Click on the "Save" button and look at "Step 2" below...

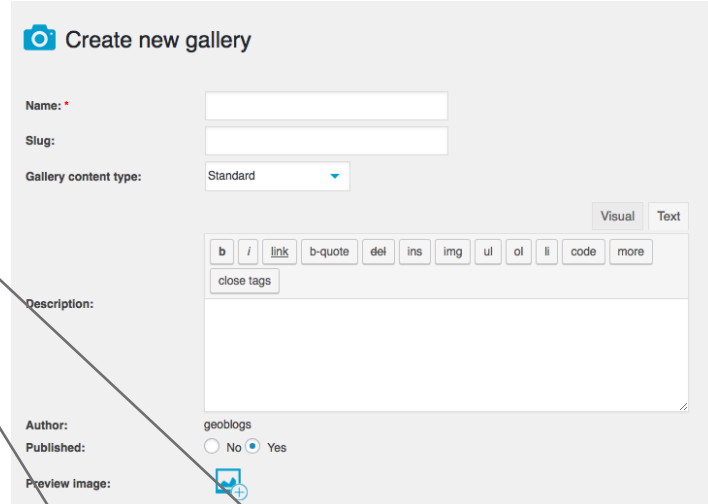
Gallery menu



STEP 2

## Add Photos to your Gallery:

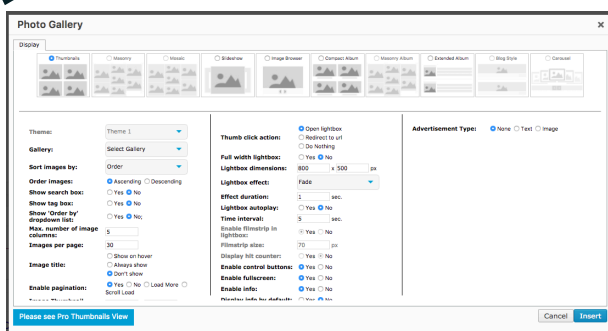
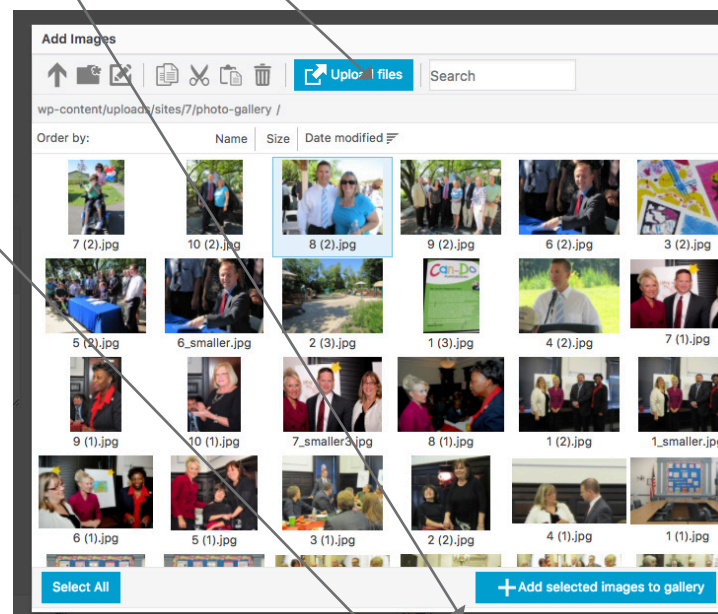
- ➔ Click on the "Add Images" button.
- ▶ In the file browser window click on the "Upload Files" button to drop in photos from your computer desktop or another source.
- ▶ Select all the photo you want and click on the "Add selected images to gallery" button.
- ▶ Make sure all the images you want in the gallery are present on this page. Move on to Step 3...



STEP 3

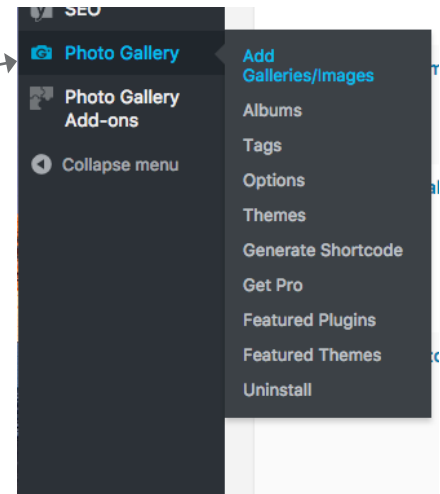
## Display your New Gallery:

- ➔ Go to Pages.
- ▶ Add a new page into your pages list and title that page according to your "Photo Gallery" title.
- ▶ Click on the blue "G" camera icon in the toolbar.
- ▶ Choose a display option to put your gallery on the page and then select the appropriate gallery from the drop down.
- ▶ Click on the blue "insert" button and then publish your page to see the photo gallery.



## Re-order Images in a Gallery:

- ➔ Click on "Photo Gallery" in the left navigation menu.
- ▶ Click on the "Add Galleries/Images."
- ▶ Choose a Photo Gallery from your list.
- ▶ Notice the four arrow icon under "Select All." Grab this icon to move your picture up or down on the photo list.
- ▶ Click the "Save" button in the upper right hand side.



Save Apply Cancel

<input type="checkbox"/> Select All	Bulk Actions				
		ID	Thumbnail	Name	
	<input type="checkbox"/>	1		2013 Planning Retreat	
	<input type="checkbox"/>	2		DelDHub Launch	
	<input type="checkbox"/>	3		DelDHub Preview	

<input type="checkbox"/> Select All	Bulk Actions				
		#	Thumbnail		
	<input type="checkbox"/>	1			
	<input type="checkbox"/>	2			



# Have Questions?

Look at this guide again to make sure your question is not already covered in the material.

If you are still in need of additional help please submit a [website maintenance request](#).